

# *Diploma for professional coaches & mentors*

*Go pro. Elevate your skills.  
Obtain formal credentials.*

PwC's Academy in  
collaboration with:



agabajer



**pwc**

## *Join us*

After the successful launch of the Diploma for Professional Coaches and Mentors in Cyprus, PwC's Academy in collaboration with Bluesky International and Aga Bajer, is offering the Diploma once again.

The aim of the programme is to provide participants with the theory practice, toolbox, information, support and learning materials to build coaching skills with a business focus. It is accredited with the European Quality Award of the European Mentoring and Coaching Council (EMCC) and is one of the first programmes in Europe with integrated individual coaching accreditation process.

The successful programme graduates will be awarded the EMCC European Individual Accreditation (EIA) at the Practitioner level.

Coaching is about a systemic approach to the Client, having in mind their working environment, business challenges, level of motivation, values and expected results.

The key to effective work is building a relationship grounded in trust, while adhering to the Code of Ethics and acting for the benefit of the Client.

### *Our approach to coaching*

Acting for the benefit of the Client means for the coach a conscious acceptance and understanding of the Client's needs and development goals. The coach knows the Clients themselves are the best source of inspiration and solutions, which they reach in the course of the coaching sessions.

A coaching relationship ensures confidential Client-oriented cooperation, so that the clients can fulfill their own vision of success.

## Who is it for

- Business coaches who want a more thorough grounding in coaching methodology and general improvement of their coaching skills
- HR Directors or Training/OD Consultants who want to expand their knowledge and skills
- Psychologists and Occupational Psychologists specialising in assessment/development who want to enhance their coaching capacity
- Line Managers who want to coach more effectively as part of their management and leadership style
- Retiring executives who wish to add Executive Coaching to their portfolio of consultancy activities or to make it their main offering
- Aspiring coaches from a related professional background such as counselling, psychotherapy, teaching, business psychology etc.

The programme is addressed mainly to those of the above who are interested in obtaining formal, internationally recognised coaching credentials.



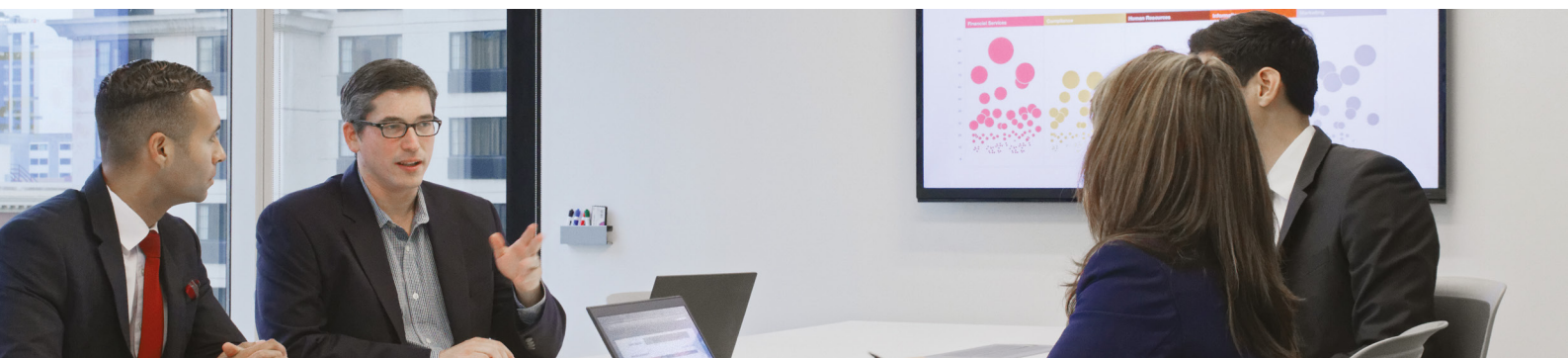
## Programme details

<b>Duration:</b>	10 months
<b>Workshop days:</b>	6 (three 2-day modules) over the period of 6 months
<b>Workshop dates:</b>	Module 1 - 27 & 28 February 2018 Module 2 - 8 & 9 May 2018 Module 3 - 29 & 30 June 2018
<b>Time commitment:</b>	on average 20 hours per month
<b>Accreditation:</b>	EMCC Practitioner Level (accreditation process included in the programme)
<b>Enrolment requirements:</b>	<ul style="list-style-type: none"><li>• Fluency in English</li><li>• 2 years and 2 months of coaching experience prior to joining the programme (with the minimum of 30 hours of coaching prior to joining the programme)</li></ul>
<b>Fees:</b>	Early-bird fee for enrolments before 5 February 2018: €3.500 (+VAT) Regular fee: €4.000(+VAT)  <i>*the fee includes the cost of the EMCC accreditation process and assessment</i>

## Programme structure and format

The Diploma for Professional Coaches and Mentors is a comprehensive programme and consists of:

- Three 2-day workshops
- Two individual coaching supervision hours with a professional coaching supervisor
- Sixty hours of coaching practice (approximately 30 hours during the workshop and 30 hours in the workplace)
- Active work in small groups
- MasterMind Groups
- Observed coaching sessions
- Individual study and reflection learning
- Individual guidance and support in completing the required portfolio and fulfilling the requirements of the EMCC EIA accreditation



## Assessments and Workload

The emphasis throughout the programme is on the practical application of knowledge. Assessments include:

- Essays
- Reflective practice assessment and portfolio assessment
- Practice assessment (a recorded session with a coaching client)
- EMCC competency self-assessment

The total workload during the programme is estimated to be 200 hours in a 10-month period.

## Accreditation

On successful completion of the programme, including assessment of practice and portfolio, successful participants will be awarded the Diploma for Professional Coaches and Mentors as well as the EMCC EQA Practitioner standard.

## Benefits

Upon completion of this programme, the participant will gain:

- A sound understanding of the theory and practice of coaching
- Highly developed self-awareness and awareness of impact on clients
- Competence and confidence using advanced coaching capabilities in a business environment
- An integrative understanding of their own unique approach to coaching – putting their “signature” on their coaching practice
- A close network of coaches who will have journeyed alongside each other on the course – for support and learning.
- An internationally recognised coaching accreditation

## Workshops' key themes

### Module 1

- Introduction to the programme
- Presentation of participants
- Presenting self in metaphor
- Definitions of coaching and mentoring
- Introduction to Action Learning Sets
- Key competences for coaching and mentoring
- Boundaries for working safely (Code of Ethics)
- Visualising your ‘future perfect’ as a coach
- How people learn and develop
- Business benefits of coaching and measuring success
- Coaching in Management and Leadership
- Models and strategies for leadership / people development
- Coaching / mentoring continuum
- Getting started with practice: coaching models
- Coaching practice sessions
- Creating the environment for coaching
- Managing diversity
- Values, beliefs and attitudes
- Your impact on others and self-management
- Reflective practice
- CPD and Supervision
- Peer mentoring and networking

### Module 2

- Managing the contract: preparing for the Coaching Conversation:
  - "Chemistry" meeting with the coachee / mentee
  - Working with stakeholders – multi-level contracting
  - Confidentiality
  - Working as an internal coach
  - Managing expectations
  - Closing conversations
  - Ending the coaching relationship
- Building the relationship
  - Rapport building
  - Language and communication style
  - Empathy and trust
  - Managing own and others' emotions
  - Encouraging independence
- Enabling insight and learning
  - Whose agenda?
  - Learning styles and use of reflection to learn
  - Levels of listening and the use of silence

### Module 3

- Approaches to enrich coaching practice (two of which to be the focus of the module):
  - Transactional Analysis (TA)
  - Positive Psychology (PP)
  - Cognitive Behavioural Coaching (CBC)
  - Motivation and Perception Theory
  - Creativity - Innovation - Divergent Thinking and use of metaphor and symbolic modelling
  - Analytical thinking and use of intuition
  - Mindfulness
  - Neuroscience
- Working with diversity and culture in business
- Developing and sustaining a coaching culture in an organisation
- Using coaching as a way of dealing with conflict
- Dealing with difficult situations in coaching
- Developing a personal model of coaching / mentoring
- Career coaching
- Leadership Coaching

# Criteria for gaining EIA

EIA Criteria in addition to Programme Portfolio to be completed within 10 months of programme start date:

- 3 years experience of coaching / mentoring with your start date evidenced, for example, by a dated invoice or email for your services as a coach / mentor
- 100 hours of coaching / mentoring since the start of practice
- 10 clients since the start of your practice
- CPD of 16 hours in the 12 months preceding your EIA application (participation in the programme meets this criterion)
- 1 hour supervision for each quarter of practice (provided during the programme)
- Membership of a professional body (for example EMCC)

## Programme facilitators and supervisors:



### *Dr Lise Lewis - BlueSky International*

Lise holds a professional Doctorate in Executive Coaching and is an accredited Master Practitioner Coach and a trained supervisor. She is the past President of EMCC International (2011- 2017) and EMCC International Special Ambassador. Her contributions to the coaching profession include a number of key roles such as Chair of the EMCC UK Standards Committee, trained EMCC assessor, Adviser for WABC Chartered Business Coach programme, Assessor for Middlesex University Neuroscience of Leadership programme, Member of the Strategic Steering Group (ICF, AC, EMCC, APECS, BACP) designing standards for coach supervision and many others.

Lise has extensive experience in executive and team coaching as well as developing and delivering accredited coaching programmes. Lise works mainly with senior business people wishing to grow and improve their personal effectiveness and leadership capability. Her list of clients includes, among many others, companies such as AOL, Brabantia, British Transport Police, Home Office, Metropolitan Police, PricewaterhouseCoopers, University of Gloucestershire, West Yorkshire Police.



### *Aga Bajer - Becoming*

Aga is an experienced consultant, facilitator, EMCC accredited Practitioner Coach and a trained supervisor. She is a co-author of “Building and Sustaining a Coaching Culture”, a comprehensive guide on how to create a coaching culture in an organisation. Aga is a founding member of EMCC Greece and Cyprus. She is also a member of the editorial board of Routledge-EMCC Coaching Masters Series – a book series for experienced coaches.

Aga's key focus as an executive coach is helping clients to capture or renew their own, unique definition of success and find the most effective ways of turning that vision into reality. She engages her clients in a dynamic process of discovery, co-creation and experimentation in order to best serve their growth as professionals and leaders.

Aga has worked with senior leadership of many major organisations, including Citibank, Toyota, GalxoSmithKline, AstraZeneca, Hellenic Bank, Eurolife, Bank of Cyprus, Eurobak, Wargaming, Porsche, Sanofi, Amdocs, the European Patent Office, SAP and many others.

### *For more information and registration please contact:*

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